AMENDMENTS TO THE SPECIFICATION:

Please amend the paragraph beginning at page 16, line 23, as follows:

On the other hand, the light component, in the second polarization status, of the light emitted from the light irradiating means in a direction towards the polarization selective reflection means is reflected from the polarization selective reflection means towards the liquid crystal display medium. In this case, the polarization control means controls the polarization status of the light traveling towards the liquid crystal display medium. At this point, for example, in accordance with an orientation status of liquid crystal molecules in the liquid crystal layer, the polarization control means converts, into the light component in the first polarization status, the light component in the second polarization status having been reflected from the polarization selective reflection means. This allows the light transmitted through the polarization control means to be transmitted through the first polarizing plate of the liquid crystal display medium, and reaches the viewer, via the second polarizing plate. Thus, it is possible to effectively use the light emitted from the light irradiating means. As a result, it is possible to achieve a good screen displaying even under ~~a strong~~ weak surrounding light environment.

Please amend the paragraph beginning at page 26, line 8, as follows:

Fig. [[12]] 13 is an operation diagram explaining a displaying method of the liquid crystal display device of Embodiment 3 in accordance with the present invention, the method carried out under an environment where surrounding light is not so strong.

Please amend the paragraph beginning at page 26, line 13, as follows:

Fig. [[13]] 12 is an operation diagram explaining a displaying method of the liquid crystal display device of Embodiment 3 in accordance with the present invention, the method carried out under an environment where surrounding light is not so strong.

Please amend the paragraph beginning at page 49, line 12, as follows:

First described, with reference to Fig. [[8]] 9, is a case of effectively using the light emitted from the light source 1 under an indoor environment or the like, where the surrounding light is not so strong.

Please amend the paragraph beginning at page 51, line 1, as follows:

Next described with reference to Fig. [[9]] 8 is how to effectively use, under a strong surrounding light environment, the surrounding light entering from the back surface. Under the environment, the surrounding light entering from the back surface is effectively used in the screen displaying, by applying no voltage to the polarization control liquid crystal panel 15.

Please amend the paragraph beginning at page 61, line 13, as follows:

First described, with reference to Fig. [[12]] 13, is a case of effectively using the light emitted from the backlight 14 under an indoor environment or the like, where the surrounding light is not so strong.

Please amend the paragraph beginning at page 63, line 5, as follows:

Next described with reference to Fig. [[13]] 12 is how to effectively use the light entering from the back surface side of the LCD device 103 under a strong surrounding light environment.

Please amend the paragraph beginning at page 63, line 9, as follows:

The light emitted from the light source 1 directed in the upward direction by the scattering-finish surface 3 of the light-guiding plate 2 reaches the viewer, via the liquid crystal display panel 13, as in the case of Fig. [[12]] 13.